

Lehigh
Radio
Network

WLRN

640 KC

Intercollegiate
Broadcasting
System

NEWS LETTER

Vol. I, No. 4

Lehigh University, Bethlehem, Pa.

April, 1951

When April showers come your way . . . Why not come in out of the rain and calibrate to 640? Not too dry, not too sticky -- it's the right combination of the best in campus talent.

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AND THE WALLS CAME TUMBLING DOWN: Major maneuver of the month was removal of the partition between front office and master control. Aim: A bigger and better office with room to move around.

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PROGRAMMING: Now playing Wednesday at 10 p.m.: The Evolution of Jazz, a study of modern music from Dixieland to bop, written and narrated (with appropriate recordings) by a lady music student, graduate of Mary Washington College. Now playing every day from noon to 1 p.m.: Noonlight Serenade, 55 minutes of music guaranteed to aid digestion, plus 5 of world news and local weather. Now playing Thursday at 7:55 p.m.: Lehigh University News, compiled and reported by Program Director Harvey Muller in cooperation with Lehigh's Radio Workshop. Joint production of Workshop dramas continues apace.

Sportswise, the Eastern Intercollegiate wrestling bouts were aired after all -- secondhand from WGPA, which got results by telegraph and dubbed in sound. The National Intercollegiates were broadcast grunt by groan from Grace Hall. Now playing at a new time: Sports Review, nightly at 8:45.

Innovation: Complete files of all scripts will provide backlog for future programming and material for roundups of campus news and sports.

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BUSINESS: There's \$1 $\frac{1}{2}$ million waiting for local businessmen who sell to the Lehigh market, Ad Chief Fred Meuter says, and he shows them how to get it in his two-color four-page leaflet aimed at "Mister Merchant." First week of the new campaign brought forth four-count-'em-four new sponsors.

Innovation: New budget allocations and running balances keep each department informed of its financial standing.

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ENGINEERING: Parts and J. Pluvius are all that stand in the way of complete on-campus coverage. Cost to each fraternity: \$10. Next on the hookup schedule: Fraternities on Packer Ave. and Adams St.

Just built: Trim, compact unit for remote broadcasting; spare program amplifier for work on odd jobs and in emergencies.

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MANAGER'S CORNER: Visit to Lafayette's WJHR in Easton yielded plans for tape network and possible inter-campus sports broadcasts . . . Roll out the red carpet for Freshman Mort Shapiro, who donated just that -- a red carpet -- for the renovated office-and-lounge . . . Many thanx to all station personnel for generous contributions to new construction -- big studio-warming upcoming soon.

